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#### REMARKS

The present response is intended to be fully responsive to all points of objection and/or rejection raised by the Examiner and is believed to place the application in condition for allowance. Favorable reconsideration and allowance of the application is respectfully requested.

Applicants assert that the present invention is new, non-obvious and useful. Prompt consideration and allowance of the claims is respectfully requested.

#### Status of Claims

Claims 1-41 are pending in the application.

Claims 1-41 have been rejected.

Claims 1, 3, 6, 8, 12 and 32 have been amended in this submission.

Claim 7 has been canceled without prejudice or disclaimer. In making this cancellation without prejudice, Applicants reserve all rights in these claims to file divisional and/or continuation patent applications.

#### Telephone Interview

Applicants are grateful to Examiner Amin, and to Supervisor Zimmerman for granting and conducting the telephone interview of November 28, 2006 with the inventor Moshe Ben-Chorin and applicant's representative, the undersigned, Guy Yonay. At the interview, claims 1 and 7 were discussed with reference to US Patent No. 6,366,291 (Taniguchi).

Specifically, Applicants noted that in the Taniguchi reference, the conversion matrix does not depend on the intensity values of the primary color components as described in the present application and as claimed herein.

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The examiner agreed to take a closer look into claims 1 and 7 when a response is filed. Accordingly, it is hereby noted that pending claim 1 as amended recites adjusting an intensity value of a first primary color component of a pixel based, at least in part, on an intensity value of a second primary color component of said pixel, "wherein said adjusting comprises calculating an adjusted intensity value for said first primary color component using a conversion operator dependent on one or more of the intensity values of at least one of the first and second primary color components." The conversion operator of the Taniguchi reference, however, is not dependent on any parameter, but is static.

Therefore, Taniguchi does not disclose "wherein said adjusting comprises calculating an adjusted intensity value for said first primary color component using a conversion operator dependent on one or more of the intensity values of at least one of the first and second primary color components."

## CLAIM REJECTIONS

### 35 U.S.C. § 102 Rejections

In the Office Action, the Examiner rejected claims 1-3, 6-13, 15-16, 22-24, 26-32, 34-36 and 38-40 under 35 U.S.C. § 102(c), as being anticipated by Taniguchi et al. (US Patent No. 6,366,291).

The Taniguchi reference, entitled "Method of color conversion, apparatus for the same, and computer program product for realizing the method" discloses:

A CPU 20 assumes a virtual color monitor in which actual chromaticity coordinates of colors expressed by fluorescent materials are replaced by virtual chromaticity coordinates having the same hues as those of the actual chromaticity coordinates but higher saturations than those of the actual chromaticity coordinates. The CPU 20 converts colorimetric values X, Y, and Z into luminance-linear values r', g', and b' for red, green, and blue, based on a relationship of color conversion for the virtual color monitor at step S23...

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As further disclosed in the Taniguchi reference, the conversion for any device is based on a constant conversion operator. For example, at Equation (1), in col. 8 of the Taniguchi reference, the 3x3 matrix is shown as having a constant value.

Pending claim 1 as amended recites adjusting an intensity value of a first primary color component of a pixel based, at least in part, on an intensity value of a second primary color component of said pixel, "wherein said adjusting comprises calculating an adjusted intensity value for said first primary color component using a conversion operator dependent on one or more of the intensity values of at least one of the first and second primary color components." The conversion operator of the Taniguchi reference, however, is not dependent on any parameter, but is static.

Therefore, Taniguchi does not disclose "wherein said adjusting comprises calculating an adjusted intensity value for said first primary color component using a conversion operator dependent on one or more of the intensity values of at least one of the first and second primary color components."

### 35 U.S.C. § 103 Rejections

In the Office Action, the Examiner rejected claims 18-21 under 35 U.S.C. § 103(a), as being unpatentable over Taniguchi et al., either alone or in light of various secondary references, including but not limited to Childs et al. (GB Patent No. 2,282,928), Lin (US Patent No. 6,160,644), and/or Tanner et al. (US Patent No. 6,496,160).

In none of the references is there any teaching, suggestion or motivation to modify Taniguchi such that "said adjusting comprises calculating an adjusted intensity value for said first primary color component using a conversion operator dependent on one or more of the intensity values of at least one of the first and second primary color components." Accordingly, the method of claim 1 would not have been obvious to one of skill in the art.

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In view of the foregoing amendments and remarks, the pending claims are deemed to be allowable. Their favorable reconsideration and allowance is respectfully requested.

Should the Examiner have any question or comment as to the form, content or entry of this Amendment, the Examiner is requested to contact the undersigned at the telephone number below. Similarly, if there are any further issues yet to be resolved to advance the prosecution of this application to issue, the Examiner is requested to telephone the undersigned counsel.

Please charge any fees associated with this paper to deposit account No. 50-3355.

Respectfully submitted,



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